R. J. REYNOLDS
Tobacco Company

R. C. Farmer
Regional Sales Manager

150 Lawrence Bell Drive, Ste. 108
Williamsville, NY 14221
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February 15, 1994

T. A. McMahon
R. R. Steele
C. M. Uffindell
R. J. Westenberger

SUBJECT: **NEW YORK PRISON BIDS**

Gentlemen:

We are again being requested by Direct Accounts to give them a bid for the prison business. In an effort to introduce Monarch Menthol Box and Monarch Full Flavor Box, I would like to bid Monarch **(Box styles only)** for first Quarter with a $3.00 off per carton introduction program. If we communicate uniformly across the State with this offer and do not vary the incentives, we should have no legal problems.

Any questions, please contact me.

Sincerely,

R. C. Farmer

cc: B. G. Norman
M. Young

RCF:am

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RJ REYNOLDS ID: FEB 15'94 10:53

TRANSMIT CONFIRMATION REPORT

NO.	:	004
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TRANSMITTER	:	RJ REYNOLDS
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RESULT	:	OK

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TRANSMIT CONFIRMATION REPORT

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DURATION	:	00'32
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